REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. The Applicant has amended Claims 1, 12 and 22 and cancelled Claims 10-11 and 20-21. Thus, Claims 1-9, 12-19 and 22-25 remain pending. This application has been carefully reviewed in light of the Official Action mailed June 6, 2007. Applicant respectfully requests reconsideration and favorable action in this case.

Specification Objections

The specification stands objected to. Applicant has amended the specification and respectfully submits that this objection is now moot.

Rejections under 35 U.S.C. § 102

Claims 1-21 stand rejected as anticipated by U.S. Patent No. 6,496,824 ("Wilf"). Applicant respectfully traverses these rejections.

Claim 1 as amended, recites a method of identifying a visitor at a network site comprising: receiving an address from a first visitor computer and a first characteristic of a second visitor computer; requesting information regarding a second characteristic of the second visitor computer after receiving the address and the first characteristic; receiving the information regarding the second characteristic of the second visitor computer, and generating a first visitor identifier using the address, the first characteristic and the second characteristic. Claims 12 and 22 recite similar limitations.

Thus, the application pertains to systems and methods for identification of visitors at a network site. In one embodiment, a visitor may access a network site using a computer. Characteristics associated with the visitor computer may be determined and an identifier generated for the visitor using the determined characteristics.

Specifically, in one embodiment, a request may be received from a visitor computer (e.g. an HTTP request or the like) at a website computer. One or more characteristics of the visitor computer may be determined at the website computer utilizing the request from the visitor computer. Additionally, the website computer may send a query for additional information regarding characteristics of the visitor computer. This query may, for example, be sent to a visitor server computer to which the visitor computer is coupled or the like. Using characteristics obtained utilizing the request and characteristics obtained via the query, an

identifier corresponding to the visitor computer may be generated. Thus, the identifier may, in one embodiment, be determined after the characteristics have been determined from the request and after the characteristics are obtained via the query. This visitor identifier may be used for a variety of ways, including session tracking, etc.

In contrast, Wilf discloses a method for session management where a token is generated by digitally hashing a plurality of identifiers contained in a request. (See Wilf, Abstract) As disclosed at many places in Wilf, a request may be received, where the request contains a plurality of identifiers and a digital hash generated from one or more of these identifiers. (See Wilf, Abstract, Summary, Col. 4, Lines 5-15, 40-50) More specifically, a text string may be generated by concatenating identifiers obtained from the request and this text string hashed to generate a fingerprint (i.e. token). This fingerprint may be stored along with corresponding user information. (See Wilf, Col. 4, Lines 5-35)

When a request is received, Wilf creates one of these fingerprint using identifiers obtained from the request. If that fingerprint exists in a database additional user information may be collected from the request and stored in the database along with the fingerprint. Otherwise the fingerprint is stored in the database along with user information collected from the request. (See Wilf, Col. 4, Lines 40-65)

At least two things should be noted here. First, when a server "collects" information in Wilf, the server is determining identifiers from a received request not sending a query to obtain additional information from another computer, such as the computer or server from which the request was received. (See Wilf, Col. 4, Lines 45-50)

Second, the fingerprint or identifier for a user is determined solely from identifiers obtained from a request. As described in Wilf, at Col. 4, Lines 40-65 a fingerprint is determined before any additional user data is collected. Thus, any additional user information collected is stored in conjunction with the fingerprint NOT used in generating the fingerprint.

Consequently, as Wilf does not request additional information regarding a user from another computer and determines a fingerprint before any additional user information is determined Wilf does not disclose the limitations of "requesting information regarding a second characteristic of the second visitor computer after receiving the address and the first characteristic; receiving the information regarding the second characteristic of the second visitor computer, and generating a first visitor identifier using the address, the first characteristic and the second characteristic" as recited by Claim 1.

Accordingly, as Wilf does not disclose all the limitations of Claim 1 and 12. Applicant respectfully requests the withdrawal of the rejection of Claims 1 and 12 and their respective pending dependent Claims 2-9 and 13-19.

Rejections under 35 U.S.C. § 103

Claims 22-25 stand rejected as obvious over U.S. Patent No. 6,496,824 ("Wilf") in view of U.S. Patent No. 7,032,017 ("Chow"). Applicant respectfully traverses this rejection. More specifically, Claim 22 recites limitations similar to Claims 1 and 12. Applicant therefore submits that the arguments presented above with respect to Claim 1 applies equally well here and respectfully requests the withdrawal of the rejection of Claim 22 and Claims 23-25 which are dependent on Claim 22.

Conclusion

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include an acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of Claims 1-9, 12-19 and 22-25. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

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